

NEWSLETTER




aviance
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In this EDITION



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MESSAGE FROM THE EDITORIAL TEAM

We appreciate the editorial team for their show of commitment and dedication in making the newsletter a vigorous one. By this, we seek to educate and inform colleagues and clients about what is happening in aviance.

Again, we would like to show our gratitude to some selected employees who consistently take time out of their busy schedules to produce stories and series that always help to make the newsletter complete. Thank you for always showing up when we call on you.

We encourage you all to share with us stories that seek to entertain, inform and educate the entire workers.

As we end the month of August, we wish you all the best as you enjoy reading these stories that educate and inform all of us!





M A R K

MESSAGE FROM THE MANAGING DIRECTOR

As we move towards half of the year, we celebrate the month of August. We continue to have our regular birthday celebrations with the Cargo department leading the way with the dance off!

August has been a busy month and the terminals are buzzing with customers and it is always a good time to reflect on safety and security – as this is **always our No 1 priority** both at work and in

our home life. If you witness something that is wrong or does not feel right, then I ask you call 'time out' and report it to your leader. For me and I hope for you, safety and security are never about competition as we are all responsible for protecting each other - @staysafe.

I hope you enjoy the article on SAA and the journey they have travelled with Accra and Aviance and in particular the partnership

we have with Elvis and his team. It gives me comfort as they grow their relationship with African World Airways through a strategic partnership confirming that Accra should be the next West African Aviation Hub!

Enjoy the month of August and always good to finish by reading Papa's poem!

@strongertogether



Psychoactive Substance Abuse (Drugs and Alcohol)

Shared by: Helen O. A. Badu, QHS Manager

Psychoactive drugs or psychotropic substance is a chemical substance that acts primarily upon the central nervous system where it alters brain function, resulting in temporary changes in perception, mood, consciousness and behaviour. E.g alcohol, opioids, cannabinoids, cocaine, other stimulants, hallucinogens.

Alcohol is a drug that affects people in different ways. Heavy drinkers, 'binge drinkers' and very young drinkers are particularly at risk of serious health, personal and social problems. Treatment and support are available.

THE COMPANY POLICY STATEMENT

Aviance does not tolerate the use of psychoactive substances to include drugs and alcohol during operation. Any use of psychoactive substance during operation will be dealt with in accordance with the organization's disciplinary procedures. No personnel may exercise their duties under the influence of any psychoactive

substance to include regular medical drugs that may be used without the doctor's prescription or where the exercise of duty has not been approved by a qualified medical practitioner.

The organization will take proactive actions to educate and influence behavioural changes to avoid dependence on alcohol and drugs.

The organization is at liberty to request testing and medical evaluation of personnel in cases where psychoactive substance use is suspected.

POLICY DETAILS

- Personnel must not under any circumstances consume illicit drugs or alcohol while on the job, whether operating vehicles or performing other tasks.
- Personnel that need to operate vehicles and/or heavy machinery must not consume drugs or alcohol less than eight hours before their next scheduled shift and must not attend work under

- the influence of drugs or alcohol.
- Abuse of illicit drugs or alcohol that affects Personnel's performance at work or their safety or the safety of others will not be tolerated.

FACTS & EFFECTS OF DRUGS AND ALCOHOL ABUSE

- -Imposes Financial Costs to Individual, family and society running into billions of dollars worldwide;
- -Spread of infectious diseases such as HIV/AIDS and hepatitis C, either through sharing of drug paraphernalia or unprotected sex;
- -Deaths due to overdose or other complications from drug and alcohol use or abuse;
- -Effects on unborn children of pregnant drug users;

- -Impact on the family, crime and homelessness

RESPONSIBILITY

All Personnel are responsible for abiding by the policy.

- If you notice certain behaviours that indicate another person may be affected by the use of alcohol or drugs while on the job as listed above or in a different manner, he/she must report it to a superior officer immediately.
- It is your responsibility to stay safe. Do not put yourself and others at risk as contravening this policy may lead to adverse safety and health implications.

IMPORTANCE OF EFFECTIVE BUSINESS COMMUNICATION SHARED

BY JOHN ARYEH, IT MANAGER

Effective communication is a vital tool for businesses to achieve success in this contemporary dispensation.

The gains at getting a point across can be the difference between sealing a deal and missing out on a potential opportunity. Everyone should be able to clearly explain company policies to customers and answer their questions about the company's deliverables.

It is crucial to communicate effectively in negotiations to ensure goals are achieved. Effective communication can help to foster a good

working relationship between staff which can in turn improve morale and efficiency.

Communication refers to as, passage of information from the sender through a selected channel to the receiver overcoming barriers that affect its pace. The different elements in the process of communication are sender, message, encoding, channel, receiver, decoding and feedback.

The foundation of communication process is laid by the person who sends the information.

The information sent may be an idea, picture, report or gestures like smile.

After having generated the information, the sender encodes it in such a manner that can be well-understood by the receiver.

The message is referred to as the information conveyed. This can be verbal both written and spoken; or non-verbal i.e. pictorial or symbolic. It is the content the sender wants to convey to the receiver.

Encoding is putting the targeted message into appropriate medium.

The sender puts the message into a series of symbols, pictures or words which will be communicated to the intended receiver.

Channel(s) refers to the way the information flows through. The information is transmitted over a channel that links the sender with the receiver. The information may be transmitted through a memorandum, a computer, telephone, cell phone, applications or televisions.

Receiver is the person or group whom the information is meant for. This may be a listener, a reader or a viewer. The receiver needs to comprehend the information sent in the best possible manner such that

the true intent of the communication is attained.

Decoding refers to converting the sent information into intelligible language. It simply means comprehending the message.

Feedback is the ultimate aspect of communication process. It refers to the response of the receiver as to the message sent to him/her by the sender.

Feedback is necessary to ensure that the information has been effectively encoded, sent, decoded and comprehended.

It establishes that the receiver has received the information in its letter and spirit.

The success of a business depends on the efficacy of business communication. For this, communication is regarded as the lifeblood of business.

Communication within an organization involves listening to staff members and responding to their needs. This results to confidence in what they do and accomplishing the desired task fast and effectively.

Staff are also unlikely to make mistakes when there is effective communication. And should they make mistakes, they are corrected without creating an unfriendly working environment.



Communication helps in preparing organizational plans and policies. Realistic plans and policies require adequate and relevant information. The managers collect required information from reliable sources through communication.

Communication also helps in increasing the efficiency of employees. With the help of communication, organizational objectives, plans, policies, rules, directives and other complex matters explain to the employees that broaden their knowledge and thus help them to be efficient.

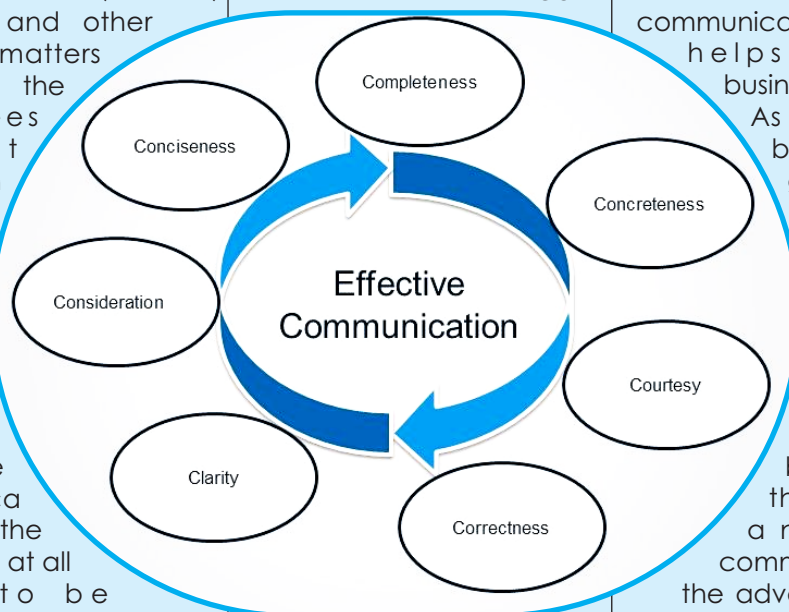
Effective communication helps the employees at all levels to be conscious and attentive. It ensures timely accomplishment of jobs and easy achievement of goals.

Also making timely decisions requires updated information. Through effective communication, managers can collect information from different corners and can make the right decisions.

Through various

communication channels, the managers can be informed of various routine and non-routine problems of the organization and accordingly they take the necessary actions and steps to solve the problems. Communication allows smooth flow of information among various parties involved in the negotiation or transaction.

As a result, conflicts,



roversies and disagreements can be resolved easily. If there is free and fair flow of information in the organization, it will certainly bring mutual understanding between management and workers. Such understanding enhances the satisfaction of employees.

Effective external communication can help

attract new customers and retain the existing ones. The company marketing plan, for instance, can persuade clients to invest in the company.

Another importance of communication is, it improves partnership. Communication is crucial when dealing with business contacts.

The final importance of effective business communication is that, it helps facilitate business innovation. As the world is becoming globalized, you will need to take advantage of this fact and grow your audience and customer base. If both the employers and staff communicate well, the advantages are in twofolds.

Business innovation happens when the staff feel comfortable to convey opinions and ideas. For instance, if you are considering launching a new product, effective communication can play an integral role in how fast you introduce the new product to the market, how well your sales team performs and how it is received by your market.



STORAGE, LOADING & SECURING OF DANGEROUS GOODS

By: Ernest Addo, Flight Operations Manager

Packages of dangerous goods must be protected from damage and secured to prevent any movement of flight that would change the orientation of the packages.

Packages containing dangerous goods, which might react dangerously with each other, must be **physically separated** when loaded on pallets or loaded in the aircraft hold.

Loading Restrictions

LOADING ON PASSENGER AIRCRAFT:

Dangerous goods may be carried in a main deck cargo compartment of a passenger aircraft provided that the compartment meets all the certification requirements. Packages bearing "Cargo Aircraft Only" label must not be loaded on passenger aircraft.

LOADING ON CARGO AIRCRAFT

Packages bearing the

"Cargo Aircraft Only" label must only be loaded on a cargo aircraft so that they are accessible. Hazard warning labels and the Cargo Aircraft Only (CAO) label must be visible.

STORAGE AND LOADING OF INCOMPATIBLE DANGEROUS GOODS

Packages containing dangerous goods, which might react dangerously with each other, must not be stowed on an aircraft (or in a warehouse) next to each other or in any position that would allow interaction. The chart below shows hazard classes which require segregation. Such articles are considered to be incompatible.

Dangerous goods requiring segregation must be physically separated by non-dangerous cargo or separately tied down on the pallet or aircraft floor.





SOUTH AFRICAN AIRWAYS

THE WAY TO GO

By Benedict Gasu, Deputy Manager - PH

South African Airways, (SAA), is one of Africa's and the world's longest-established airline. Formed on **1st February 1934**, the South African government acquired the assets and liabilities of a private airline, Union Airways, to create a new national airline -called South

African Airways. SAA flies to over 38 destinations worldwide. This write up gives us a summary of SAA in Ghana and some few heights it has chalked.

South African Airways SAA, celebrated 20 years of flying to Accra, Ghana, in July 2019.

The route is a key performer in the airlines West African route network.

SAA first landed a B767-200 aircraft at the Kotoka International Airport, KIA on the 04th April 1996, starting the route with 3 flights in a week and has grown from strength to strength.



SAA now has 15 flights per week to Accra.

The route includes 10 flights between Johannesburg and Accra on a weekly basis and a daily flight from Johannesburg through Accra to Washington DC, (JNB-ACC-IAD), which started on the 5th September 2019.

South Africa Airways has established a very high service standard and their attention to customer service delivery has resulted in growing frequent flyers and high load factors.

Gloria Mensah, the Country Manager in Ghana epitomizes their geniality to customers by saying that "Our customers enjoy Africa's warmest hospitality on board and the reliability of our flight schedules;"

South Africa and Ghana has a strong history dating back to 1994 when diplomatic relations between the two countries were established and since then, the two countries have signed 19 bilateral agreements and Memoranda of understanding.

These relations were formalized and structured under the Permanent Joint Commission for

Cooperation (PICC) that was inaugurated in 2007.

Ghana is a strategic partner in the West African region. It presents a key growth market for South African goods and services as well as investment destination for South African companies.

South Africa exports items such as vehicles, machinery, mechanical appliances, electrical equipment, aircraft, vessels, food, alcoholic and non-alcoholic beverages, I.T. products, etc to Ghana. South Africans import products such as gold, (more than 90% of exports), wood and crude petroleum from Ghana.

South African Airways have also established a strategic partnership alliance with Africa World Airlines which will enhance delivery of seamless connections for customers across West Africa which includes Abuja, Lagos, Monrovia and Freetown.

Zuks Ramasia, SAA Acting CEO expressed this view about their partnership: "one of the key pillars of our strategy is to connect South Africa to West Africa and beyond, to North America.

Our partnership with Africa World Airlines continues to deepen with these new schedules and benefits customers across the

African Continent."

The Chief Operating Officer of Africa World Airlines, Sean Mendis added that "expanding our co-operation with South African Airways means that passengers can enjoy quick and seamless connections between both airlines' flights in Accra's new Terminal 3."

Though these airlines to some extent will remain competitors, they find it wise to affirm Anthony Liccione's quotation that "a bridge can still be built while the bitter waters are flowing beneath."

Fast forward, South African airline is examining new opportunities to connect Dakar services through its Accra base.

The growth, fostering strategic alliance and expansion of airlines is key to making customers travel safe, secure, stress-free and above all encourage more passengers to patronize the airline. The above depicts a forward movement and growth for both airlines and can only but confirm Henry Ford's sentence that "if everyone is moving forward together, then success takes care of itself".

(<http://www.flysaa.com>)



UNATTENDED BAGGAGE AT AIRPORTS

Shared by Kwesi Yawson, Security Manager

A simple unattended bag can have a very disruptive impact on the activity of an airport. A bag left unattended at an airport, even for a few minutes can trigger a security alert which can cause a lot of hassle for airport personnel, security staff and passengers.

For example, in one incident on June 9, 2017, an unattended bag sparked a four-hour long evacuation of Terminal 2 at Manchester Airport. The bomb squad was drafted in, and an area of the terminal building was cordoned off, passengers were stuck on planes while swathes of people were evacuated from the Terminal building.

In another incident, on Feb 19, 2018 in Cape Town, over four flights were canceled;

passenger-evacuation was activated and normal operations were disrupted when officials found an "unattended bag" in the terminal building.

As a security measure, baggage and personal items should not be left unattended anywhere inside or outside the terminal building under any circumstances. An unattended item found at an airport is usually treated as a suspicious item.

It is therefore important for the travelling public to ensure that their baggage has their name and home address on the inside of their luggage tag and their name and destination displayed on the outside. Airlines usually provide luggage tags for this purpose at the check-in counters.

In order to prevent the problems posed by unattended baggage, below are some simple actions that can be observed to avoid this.

1. Remember to keep an eye on your belongings at all times. Otherwise they might be identified as suspect items and be destroyed.
2. Always label clearly all your luggage (cabin or hold). Name and address labels should be put inside and outside the bags for more security.
3. If you see an unattended bag, do not touch it, report it immediately to the airport's staff.
4. Report any suspected behavior to the airport's staff immediately.
5. Whatever the reason, do not accept to carry any bag or parcel from anyone.

The main goal is to ensure that terrorist do not succeed in detonating bombs using unattended baggage.









RETIREMENT

IS AN AMAZING PART OF OUR LIFE

By: Kobina Takyi –HR Officer

When the time comes for a farewell of an office colleague and has to say goodbye, we suggest we congratulate them instead of saying goodbye.

During retirement it is the beginning of a new life for a person who worked for a long time for an organization and got busy at work, now he can live in freedom. Congratulate your colleague or coworker on the last day of his work at the office by offering him or her happy retirement wishes and it will be better if you send a handwritten note to your colleague and stick them up on their

desks. This post will help you to find such kind words which will be appropriate to send to colleagues due for retirement and congratulate them.

Let's make the retirement remarkable and wish a colleague happy retirement.

PROFILE

Jonathan Quaye was born on 21st August, 1959, and had his Middle School

Leaving Certificate (MSLC) at Roman Catholic Boys School, Korle Gonno in 1976. He further pursued a course in electronics at Accra Technical Training Centre in 1983. He later joined the then African Ground Operations (AfGO), Kotoka International Airport on 15th September, 1994 as a Ramp Loader at the Ramp Department. By dint of hard work Jonathan was promoted as a Senior Loader which was a junior category but a height in career progression.

Prior to his appointment Jonathan, worked with then Ghana Airways Cooperation and gained vast



aviance



experience in the Aviation industry before joining AfGO which later changed to Aviance Ghana Limited in 2004.

On 1st July, 2007, Jonathan's performance was noticed by his Superiors and therefore was recommended for promotion to Loading Shift Supervisor also known as SAL (i.e. Supervising Aircraft Loading).

The Company through its restructuring on airside operational activities in 2017 renamed the SAL term as Underwing TRC Supervisor, a position he held until he retired on 21st August, 2019. As the saying goes hard

work rewards therefore Jonathan together with other pioneering colleagues who begun the Company would

(thus, 4 males and 2 females).

Jonathan's relationship towards colleagues, Superiors and Management stands tall and was fondly remembered by names like "aka Beautiful Quaye" "aka f33n yaLondon" "aka MonkoMonko" etc.

Jonathan, retirement is not about giving up, losing yourself, slowing down or feeling old. Retirement is about enjoying the longest holiday of life. Farewell.

We will miss your wisdom and experience, but most of all, we will miss the encouragement you have been to us.

be awarded during the Company's 25th Silver Jubilee Anniversary coming up at the forecourt of the Import warehouse in October, 2019.

Jonathan Quaye is married to Madam Mercy Boye and the couple have been blessed with six children



POEM REFLECTIONS

How can I live whilst you are away?
My heart rages for your tender care to grow.
You unleashed a curse unto me, a curse of your undying love.

I have a song to sing; a song of you and the happiness you give me.
Happiness comes fourth to the heart but joy is from within.
You are my joy and the meaning in my life.
A part of you have left me in distance but never in heart.
Hold me and never let me go.
Your love is truly a gift, a gift so precious to my heart.

By: Papa Bonsu, Training Manager



DEALING WITH DIFFICULT CUSTOMERS/PASSENGERS

Shared by Papa, Training Manager

We encounter different situations in our daily lives and as frontline agents one of the ways to test our work ethics is to manage people. Managing people is one of the most difficult challenges one can ever face, especially when it involves emotions, sentiments, egos, etc. Difficult customers often express emotions such as anger or frustration and these expressions create a difficult situation that needs to be defused and managed to get a desired outcome.

To help put this subject in perspective, we need to deduce what the word difficult means in the context of people management.

- Hard to understand

or solve

- Hard to deal with
- Hard to please or satisfy
- Hard to persuade

Sometimes, we are so busy that we jump right into the situation without recognizing we are engaging a "difficult" customer and to defuse a potentially difficult situation, we must first recognize that the person is angry, sad, frustrated or just plain "difficult" and we need strategies to manage these customers.

IDENTIFYING DIFFICULT CUSTOMERS

There are many ways of identifying difficult customers and it can be a result of the following that can trigger these traits. They

include anger, sadness, frustration, arrogance and emotions. Recognizing that customers are simply expressing emotions should impact how we engage them.

There are two types of difficult people that we come across as frontline agents. They include Aggressive customers and Passive customers. Aggressive customers, express emotions quickly and are quick to react at the least provocation or without any provocation. Their emotions are often demonstrated in a hostile manner.

You know that these individuals are angry, sad or frustrated because you can hear verbal expressions, such as yelling. Sometimes,

you can tell that they are angry, sad or frustrated through their behaviors, facial expression and body language.

Often times, aggressive individuals use sarcasm to express their emotions. As check-in agents, or frontline agents we need to be very circumspect when dealing with such individuals. While some individuals are aggressively expressive, others are passive in their expressions.

Passive individuals do not express their emotions out loud. However, their body language and facial expressions give them away. When passive customers are angry or frustrated, they are closed off and often unresponsive. While such individuals may not be loud, their expression of emotions will impact how we engage them. Passively expressive customers can be just as "difficult."

REASONS CUSTOMERS BECOME DIFFICULT

Once you identify customers as angry or frustrated, you have to begin to understand the reason why they are angry or frustrated. Most often, you will work with customers who are frustrated for reasons that are totally out of your control and their issues may

depend on situations that is beyond your control. Customers can be frustrated about the kind of service they have received especially if it doesn't meet their expectation. Service expectation is the instinct value or benefits derived when an individual consumes a service.

These intrinsic values may fall under the following categories but not limited to satisfaction, equality, speed of the service, ease to use etc. Imagine a passenger asking you for the weather of a destination country which you haven't travelled before, as much as it may irritate you, there are several ways which you can provide the answer especially with the availability of the internet and other media platforms. We shouldn't assume all customers are the same and want the same needs.

While some individuals are aggressively expressive, others are passive in their expressions. Passive individuals do not express their emotions out loud. However, their body language and facial expressions give them away. When passive customers are angry or frustrated, they are closed off and often unresponsive. While such individuals may not be loud, their expression

of emotions will impact how we engage them. Passively expressive customers can be just as "difficult " to deal with.

Once you identify customers angry or frustrated, you have to begin to understand the reason why they are expressing their emotions or being "difficult." A person may become difficult by being aggressively expressive or passively resistant for a variety of reasons. For example, if a passenger arrives at the check-in counter and waits for a long period only to be told of a change in procedure or system challenges in so much as it's beyond the control of the provider, the passenger being ignorant to the situation may vent their anger to the agent.

Most Customers tend to be unhappy when left unattended to in a waiting area without any information from authorities, in such cases they feel neglected and rejected and demonstrate their fury towards any frontline agent. This situation may not be in your control, but the passenger may still come to you and express how he or she feels. Sometimes, the issue is unrelated, for example, there are customers who may have

checked-in online but upon showing up at the counter he/she is informed that their name is not in the system and has to wait while they reenter the details or seek a manager's consent before something can be done. In this scenario, they may take their frustrations out on you although you did not cause the problem. The strategy is to remain calm and use polite responses to answer any question by the passenger.

There are many common reasons why customers are "difficult". For example, customers may simply be tired and become irritated easily. Customers who are tired may express their frustrations early on rather than waiting patiently. Another reason customers become frustrated or angry is that they are overwhelmed. Many of our customers have been through difficult experiences.

For example:

- * Passenger may be travelling for the first time.
- * Frequent traveler may expect the same service always and a change in procedure will be frustrating.
- * Changes in service rates or prices without being

aware.

- * New or extra security procedures and system changes.

As long as you need to understand that the difficult customer will try to "bait" you to react using hostile or verbal attacks. The goal of baiting an attack is to get you to react in an emotional manner rather than in a controlled and logical manner.

The difficult customer can get you to react to the situation, the negative interaction will continue. However, if you "react" instead of "interact," the negative exchange will continue. If you "take the bait," you are giving control to the other person. Remember, difficult customers are trying to get help, but they are simply not able to constructively request that help. Instead, they attack.

You need to recognize your own emotions and accept that you are a human being who will want to react defensively.

There is nothing wrong with this. Learning this information will tell you how to handle the issues or resolve the problems. It will require you to ask questions

and listen. Some individuals will not be able to express why they are frustrated in a calm way or without emotion.

A great technique is to allow customers the opportunity to talk and vent their frustrations. While the customers are talking, you will get a lot of great information about why they have a feeling of anger, sadness or frustration.

Please keep in mind that you may have aggressive passengers who express their frustrations before you can say "hello."

You may have passive customers simply stand there with their hands on their hips, which will require you to ask questions. Regardless, try to find out more about the circumstances that led to the customers' frustrations. Basically, you are researching why they feel the way they do. While they are talking, demonstrate active listening skills.

Active listening is the sincere effort to find out what is bothering the customer by hearing what the customer has to say and learning about what the customer is feeling.

It is the act of hearing to understand someone.

Active listening takes focus, eye contact, concentration and effective body language. It enhances how accurately you hear and understand your customers.

While you are actively listening to customers, you should be asking questions to clarify or understand what they are saying. Keep in mind, you may be listening to someone who will not give you the opportunity to talk.

This is fine. When the customer stops talking, you can begin to ask questions; but, make sure you are not planning what you are going to say while the customer is talking. Show you are listening by communicating verbally or with nonverbal cues. This may include saying, "I see" or "I understand."

It may also require you to prompt the customer by asking questions or using phrases like, "Tell me a little more about that."

You may also nod your head or lean forward. Do not look at other work or focus on distractions. If you want to show that you are listening, you must make eye contact and give your undivided attention.

Finally, summarize or paraphrase the information you received.

While you are talking to customers, avoid using certain words or statements, also known as "hot words." For example, it is recommended that you avoid using the word, "whatever." For some reason, this can exacerbate frustrations. It is also recommended that you avoid using the phrase, "I don't care" or "That's not my job."

These phrases only generate more anger in a person who is already frustrated. If it is not your job, perhaps you can find a staff member who can help. If the customer is on the phone, give the customer the name and number of the staff member he or she needs to speak with, and attempt to connect the customer to that staff member.

Another phrase to avoid is "that's policy." You may indeed be telling the truth, but telling why something is in place is better than simply saying "that's policy." When customers hear, "that's policy," they feel like they are being blown off.

Once you have gained the customer's confidence, you are in a better position to resolve the issue. Many people think this means that you give the customer whatever he or she wants.

However, this is not the case. This step simply means that you work with the customer to create a solution. If a solution cannot be reached, provide the customer with his or her next steps.

Someone would ask what if the customer keeps getting louder and louder? There are two strategies that you can employ here. First, be quiet and when you respond, make sure that your response is very quiet, so the customer has to get quiet to hear you. Also, take a look at the customer's environment and mannerisms.

If the individual is in a place where others can see and hear him, take him away from the audience. This makes sure that the individual is focused on talking to you and not for other people. If the customer appears to be looking around and speaking towards other people, he is in it for the audience. If you need to have someone get a supervisor, that is okay. Simply ask a staff member to notify the supervisor on your way to a more private location. We will succeed as an organization if we better understand our airline customers and other stakeholders.

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